

SHANNON MOONEY

GRAPHIC DESIGNER

I am a creative professional with extensive experience in design and illustration for both print and digital.

PROJECT EXPERTISE

Print design - direct mail, catalog, brochures, packaging and labels, sale sheets, ads and illustrations

Digital design - email marketing, responsive web design, social media, motion graphics, 3D renders and animation

Branding - brand development and brand standard adherence

Campaigns - multi-channel promotional campaigns including: POP signage, direct mail and digital marketing components

SOFTWARE PROFICIENCY

Adobe Creative Suite - Illustrator, Photoshop, InDesign, Dreamweaver, After Effects, working knowledge of Premiere

Microsoft Office - Word, PowerPoint, Excel

Programming Languages - html, css, working knowledge of C++ and Python

3D Rendering and Animation - Cinema 4D, Adobe After Effects

WORK EXPERIENCE

ProSupps, Frisco, Texas

Senior Graphic Designer

January 2019 - Present

- Digital design: social media, email, web graphics, motion graphics, product renders
- Environmental signage: trade show booth displays, rollup banners, window wraps
- Print design: print ads, multi-page sale sheets, package design, brand books

FC Dallas Major League Soccer, Frisco, Texas

Graphic Designer

(contract position) July 2018 - December 2018

- Digital design: social media, email, website graphics
- Environmental signage: directional signs, sandwich boards, step-and-repeat logo backdrops
- Print design: print ads, corporate communications, autograph cards, posters

CosmoProf® (Sally Beauty Holdings), Denton, Texas

Creative Supervisor - Senior Creative Manager

November 2011 - April 2018

- Art directed model and product photography shoots
- Developed the visual brand and provided guidelines across multiple marketing channels
- Art directed monthly promotional campaigns
- Led a team of Graphic Designers in the execution of print and digital collateral
- Collaborated with developers to design and code responsive email templates

Senior Graphic Designer

January 2004 - November 2011

- Led the creative on monthly promotional campaigns
- Managed monthly variable-data, direct mail marketing campaigns
- Designed and developed the first generations of cosmoprofbeauty.com

EDUCATION

University of North Texas, Denton, Texas

Bachelor of Fine Arts - Printmaking

Bachelor of Arts - Philosophy (Cum Laude)